

Additional queries for Hiring of Communications Agency for Communications Strategy and Plan Development, Mass-, Outdoor- and Digital- Media Campaign and Public Relations for Meghalaya Community Led Landscapes Management Project under MBMA

S. No	RFP Document Reference(s) Section	Content of RFP requiring Clarification(s)	Points of clarification	MBMA Response
1	Terms of Reference	Branding for Project - 1. The main logo and legend 2. Adaptations for all selected media, signage and stationery.	Kindly inform the language.	The logo will be in English with adaptations into Khasi, Pnar and Garo languages
2	Terms of Reference	2 Television spots – 1. 60-secs (and edits thereof): highlighting Meghalaya’s primary natural resources and bio-diversity, and how the Project will restore and protect them. 2. 60-secs (and edits thereof): community role in preserving forests and tree species, springs etc. and Project support for same.	No. of times of Broad Casting, language is missing	Number of times to broadcast: ToR only asks for unit cost for developing 2 television spots of 60 secs each. Language: English, Khasi, Pnar, Garo
3	Terms of Reference	Radio spots – Four	Length of the radio spot, no. of times of Broad Casting, language is missing	30 seconds radio spots; Number of times to broadcast: ToR only asks for unit cost for developing 4 radio spots.

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				Language: English, Khasi, Pnar, Garo
4	Terms of Reference	Informational films - One 10-min film and three 4-min films;	Kindly inform the language.	English, Khasi, Pnar, Garo
5	Terms of Reference	Brochures/flyers/flash cards - Based on informational films – 4 four-page brochures and corresponding 4 one-page flyers and 3 10-set flash cards -	Kindly inform the language.	English, Khasi, Pnar, Garo
6	Terms of Reference	Outreach toolkit - Print-ready design and artwork for bag, audio-visual adapted for display on mobiles/mobile app (4 spots of 1 min each), flip chart explaining Project implementation process and thematic areas, banner for village display, caps and pens as giveaways village board design, wall-paintings and outdoor media designs etc.	<ol style="list-style-type: none"> 1. Please provide the size and specification of flip chart, banner, wall paintings; 2. Specify the language; 3. Total number of outreach toolkits 	<p>Flip chart: Size - 20"x30", 50 sheets</p> <p>Banner: Cloth banner, size 7ftx5ft, multi-colour</p> <p>Wall painting: 10ftx15ft</p> <p>Language: English, Khasi, Pnar, Garo</p> <p>Total number of outreach toolkits: ToR only asks for unit cost i.e. cost per toolkit</p>
7	Terms of Reference	Brochure and multi-media presentation - For use by Project senior staff. Initial print run of brochures will be 1000.	There seems to be some confusion with the total number of brochures specified here i.e. 1000 and that provided in point 5 above i.e 4 brochures. Pls confirm the number of brochures to be printed.	4 types of brochures would be designed; 1000 copies will be made of each. Bidder will have to give the unit cost per 1000 copies printed.

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8	Terms of Reference	Multi-year calendar - Print-ready design and artwork	Kindly inform the number and size of pages per calendar, language, total units to be developed.	Single sheet calendar Size: 27x39 in Language: English Total units to be develop: ToR only asks for print-ready design and artwork; for printing, only unit cost is required
9	Terms of Reference	High-resolution photographs of key areas collected during film production		200 numbers.
10	Terms of Reference	Print advertisement 1. Half-page colour print ad layout promoting Project highlights and progress 2. Adaptation of above to quarter page. 3. Adaptations of both sizes to black and white.	Language, Total number is missing	Language: English, Khasi, Pnar, Garo Total number: ToR only asks for unit cost of developing 1 half page colour ad, 1 quarter page ad adapted from the half page ad and adaptations of both ads to black and white
11	Terms of Reference	Outdoor media 1. Adaptation of half-page colour ad to hoarding layout in 3 sizes 2. Adaptation of above to wall-painting layout in horizontal	Kindly provide the Size, specification, language and total number against each of them.	Hoarding size 1: 25ft x 15 ft Hoarding size 2: 20 ft x 10 ft Hoarding size 3: 10ft x 6 ft Wall painting: 15x 10 ft

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		<p>format</p> <p>3. Adaptation of above to village display board</p> <p>4. Signage for village committee office</p> <p>5. Signage for village school</p> <p>6. Signage for village nursery</p> <p>7. Signage for buses, taxis and auto-rickshaws</p>		<p>Village display board: 5ft x 3 ft</p> <p>Signage for village committee office: 5ft x 2ft</p> <p>Signage for village school: 5ftx2ft</p> <p>Signage for village nursery: 5ftx2ft</p> <p>Signage for bus: 8 ft x 4 ft</p> <p>Signage for taxis: 3 ft x 2ft</p> <p>Auto-rickshaws: 2 ft x 2 ft</p>
12	Terms of Reference	Website - Based on the assessment, an action plan and content for pages and topics	Please confirm whether the Consultant have to just draft content or develop the entire website for the Client.	Agency only need to develop an action plan and the content for the pages.
13	Terms of Reference	<p>Social media</p> <p>Provide an action plan for enhancing visibility of the project and for highlighting Project progress and impacts across various platforms, along with developing content and managing the social media accounts of the project for the duration from the launch of the social media campaign during rollout of the communications campaign as given in section 6, up till 48</p>	Please specify the number of social media accounts to be handled and managed.	Currently there are 4 accounts (Facebook, Twitter, Youtube and Instagram)

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		weeks from the date of signing of the contract.		

Sd/-
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